

Digital ad spend worldwide to pass \$600 billion this year

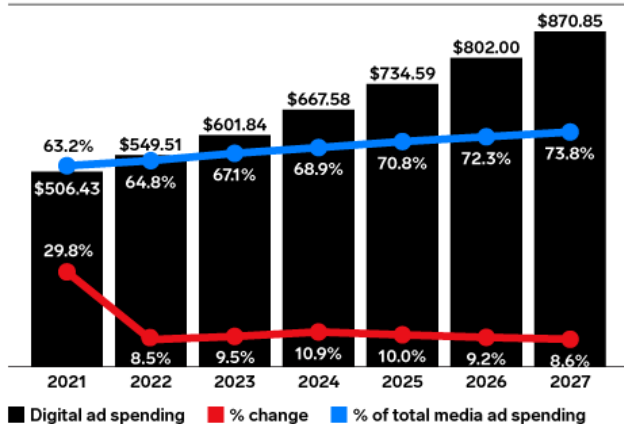
Article



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Digital Ad Spending Worldwide, 2021-2027

billions, % change, and % of total ad spending



Note: includes advertising that appears on desktop and laptop computers as well as mobile phones, tablets, and other internet-connected devices, and includes all the various formats of advertising on those platforms
Source: eMarketer, March 2023

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eMarketer | InsiderIntelligence.com

Key stat: Digital ad spend worldwide will hit \$601.84 billion this year, up 9.5% from \$549.51 billion in 2022, according to our forecast.

Beyond the chart:

- Total media ad spend worldwide will hit \$897.26 billion in 2023, which is up just 5.8% over last year.
- Digital ad spend is buoyed by a strong market in Asia-Pacific, even as advertising in North America and Western Europe struggles.

Use this chart:

- Budget ad spend for the next few years.
- Determine your media mix between digital and traditional.
- Compare your increase in ad spend to the global industry.

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Methodology: Estimates are based on the analysis of various elements related to the ad spending market, including macro-level economic conditions, historical trends of the advertising market, historical trends of each medium in relation to other media, reported revenues from major ad publishers, estimates from other research firms, data from benchmark sources, consumer media consumption trends, consumer device usage trends, and eMarketer interviews with executives at ad agencies, brands, media publishers, and other industry leaders.